

TOBACCO INSTITUTE

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Fifth in a series from The Tobacco Institute,
in response to mounting requests
for the little-known 'other side'
of the smoking controversy

Where ten thousand white mice failed,
can the statisticians succeed?

Cigarettes are everywhere under attack. Surely, you
would expect, there must be some proof for the familiar charges.

But is there?

All laboratory efforts to prove the charges have failed.
The famous "smoking" mouse experiments, for instance, fell far
short of their goals. An estimated ten thousand white mice
have "smoked" in vain; researchers found no damaging evidence
whatever.

Charge!

SUBHEAD:

British Mice

Some evidence, in fact, pointed the other way.

An experiment in Britain studied mice in an environment where
they "breathed" cigarette smoke for eighteen months. The "smoking"
mice were compared with unexposed mice for some time afterwards.

The astonishing finding: the "smoking" mice actually
lived longer than the mice not exposed to cigarette smoke.

Laboratories in many countries have experimented in various
ways with "smoking" mice. How many cases of human-type lung
cancer have resulted? None.

California Mice

This is why a University of Southern California study
is especially interesting. Laboratory mice, after exposure
to a virus, were made to inhale synthesized smog-- a laboratory
equivalent of natural Los Angeles smog.

And malignant, human-type lung cancers were produced.
They have never been produced with cigarette smoke.

Without laboratory evidence, the critics of cigarettes
have turned more and more to the figures and charts of the

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"statistical case". Here, they claim, is sufficient support for their charges.

The Shift to Statistics

The statistical relationships between smokers and disease became widely known with the publication of the Surgeon General's Report, "Smoking and Health".

Less well known are the objections of many observers -- doctors, scientists and statisticians alike -- who find the statistical case far from convincing.

You may have heard the claim, for example, that the surveys show that smokers die some years earlier than non-smokers.

A Surprising Admission

But --in a remarkable parallel to the British "smoking" mouse studies --the Surgeon General's Advisory Committee, which prepared the report, was forced to admit that "the smokers of one pack of cigarettes or more daily have death rates slightly below the U.S. white male figure."

No smoker believes that cigarettes add measurably to his life. Yet from the way the figures are used he appears to be doing better than average.

The trouble is that the surveys do not reflect smokers or non-smokers properly. They are being used as if they were fully representative of the U.S. male population.

But they are not representative. And, in short, they are not meaningful.

The Pipe Smoker Who Inhales

Everywhere there are contradictions. For instance: the Surgeon General's figures show that pipe smokers who inhale have about the same death rates as non-smokers.

This seems to refute the statement in the report that there are more of the so-called "cancer-producing agents" in pipe smoke than in cigarette smoke. Chief among such agents is the chemical, Benzpyrene; there is nearly ten times as much benzpyrene in pipe smoke than in cigarette smoke.

Each new survey adds to the contradictions. And contradictions aside, the most serious problem remains: statistics do not prove cause-and-effect. They are being used as though they do.

Some
What Doctors Point Out.

For this reason, one medical authority testified before the U.S. Senate: "The proponents of the cigarette smoking theory are only trying to prove guilt by association, a phrase as distasteful to me as a scientist as it must be to figures in public life."

Another testified: "The inference that smoking is a cause of lung cancer is not based on experimental evidence but on statistical judgement ... the nature of the relationship of tobacco smoking to lung cancer remains an unsolved question."

There is no laboratory evidence. There is no unflawed statistical case. There is no possibility of statistical certainty. *sound basis for*

And you may well ask: Why do the charges go on?

For further information on any of the facts above, for documentation and sources of information, you are invited to write to:

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For a fuller discussion, read "THE CIGARETTE CONTROVERSY". Write to The Tobacco Institute for your free copy.

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